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Research & Strategic Analysis

AN ANALYSIS OF RESIDENTIAL MARKET POTENTIAL

The Gentilly Boulevard/Dillard Collegetown Development Area
The City of New Orleans, Louisiana

FEBRUARY, 2009

This analysis has determined the market potential for new affordable as well as market-rate housing units within the Gentilly Boulevard/Dillard Collegetown Development Area, bounded by Senate Street, Elysian Fields Parkway, Milton, Frenchmen, and St. Denis Streets, Gentilly Boulevard, and Norman Mayer Avenue in Planning District 6, City of New Orleans.

For the purposes of this analysis, market-rate is defined as affordable to households with incomes above 80 percent of the New Orleans/Metairie/Kenner Area Median Family Income (AMFI), which, in 2008, was $59,800 for a family of four. Based on household size, the income limits to qualify for affordable housing would be $33,500 for a one-person household; $38,300 for a two-person household; $43,050 for a three-person household; $47,850 for a four-person household; and so on. However, this affordability standard does not apply to new construction, which is estimated by the New Orleans Redevelopment Authority to average $250,000 per unit.

Where does the potential market for new housing units within the Gentilly Boulevard/Dillard Collegetown Development Area currently live?

As derived from migration, mobility and target market analysis, the draw area distribution of market potential (those households with the potential to rent or purchase new housing units within the Gentilly Boulevard/Dillard Collegetown Development Area) is as follows:

Market Potential by Draw Area
THE GENTILLY BOULEVARD/DILLARD COLLEGETOWN DEVELOPMENT AREA
City of New Orleans, Louisiana

City of New Orleans (Primary Draw Area):	35.7%
Jefferson, St. Tammany, St. Bernards Parishes (Regional Draw Area):	30.4%
East Baton Rouge Parish:	1.2%
Balance of Louisiana:	3.0%
Balance of US:	29.7%
Total:	100.0%

How many households are likely to move to the Gentilly Boulevard/Dillard Collegetown Development Area each year and who are they?

As derived by the target market methodology, up to 1,680 households represent the annual potential market for new mixed-income housing units that could be developed within the Gentilly Boulevard/Dillard Collegetown Development Area. These households comprise just over seven percent of the approximately 23,200 households that represent the annual potential market for new and existing housing units in the City of New Orleans as a whole, a share of the market that is consistent with Zimmerman/Volk Associates' experience in other cities..

The household groups that comprise the potential market for new mixed-income housing units on the site are:

- Younger singles and childless couples (61 percent);
- Urban and suburban families (28 percent); and
- Empty nesters and retirees (11 percent).

What are their housing preferences?

Based on the tenure and housing preferences of the target households, the distribution of new mixed-income rental and for-sale housing types is as follows:

Target Residential Mix: New Housing Units
By Income Levels and Financial Capabilities
THE GENTILLY BOULEVARD/DILLARD COLLEGETOWN DEVELOPMENT AREA
City of New Orleans, Louisiana

HOUSING TYPE	NUMBER OF HOUSEHOLDS	PERCENT OF TOTAL
Multi-family for-rent (BMR*)	320	19.0%
Multi-family for-rent (market-rate†)	560	33.3%
Multi-family for-sale (BMR*)	90	5.4%
Multi-family for-sale (market-rate†)	180	10.8%
Single-family attached for-sale (BMR*)	70	4.2%
Single-family attached for-sale (market-rate†)	160	9.5%
Single-family detached for-sale (BMR*)	130	7.7%
Single-family detached for-sale (market-rate†)	170	10.1%
Total	1,680	100.0%

* BMR: Below Market-Rate.
† Market rate is defined as affordable to households with incomes above 80 percent of the New Orleans Area Median Family Income (AMI), as of March 2008, of $59,800 for a family of four, adjusted for household size.

This market-driven mix includes approximately 52 percent rental housing units, and 48 percent for-sale housing units.

How many new dwelling units could be leased or sold within the area over the next five years?

After more than 20 years' experience in scores of cities across the country, and in the context of the target market methodology, Zimmerman/Volk Associates has determined that those households that prefer new dwelling units comprise approximately 10 to 15 percent of the potential market, depending on housing type. (According to the National Association of Realtors, new housing units represent approximately 15 percent of all units sold nationally in a given year.) Based on a capture rate of 10 to 15 percent of the annual potential market for new housing units on the site, the Gentilly Boulevard/Dillard Collegetown Development Area could theoretically support up to 226 new units per year, as follows:

Annual Capture of Market Potential
THE GENTILLY BOULEVARD/DILLARD COLLEGETOWN DEVELOPMENT AREA
City of New Orleans, Louisiana

HOUSING TYPE	NUMBER OF HOUSEHOLDS	CAPTURE RATE	NUMBER OF NEW UNITS
Multi-family for-rent (lofts/apartments, leaseholder)	880	15%	132
For-Sale Multi-Family (lofts/apartments, condo/co-op ownership)	270	15%	41
For-Sale Single-Family Attached (rowhouses/duplexes, fee-simple/condominium ownership)	230	10%	23
Small-Lot For-Sale Single-Family Detached (detached houses, fee-simple ownership)	300	10%	30
Total	1,680		226 units

At these capture rates, absorption of up to 750 new dwelling units within the Gentilly Boulevard/Dillard Collegetown mixed-use, mixed-income development area could be achieved within three to five years from commencement of marketing, depending on phasing and construction, and barring a long-term continuation of recessionary conditions in the national economy.

NOTE: Target market capture rates are a unique and highly-refined measure of feasibility. Target market capture rates are *not* equivalent to—and should not be confused with—penetration rates or traffic conversion rates.

The **target market capture rate** is derived by dividing the *annual* forecast absorption—in aggregate and by housing type—by the number of households that have the potential to purchase or rent new housing within a specified area *in a given year*. The **target market capture rate** is a measure developed over nearly two decades of empirical, site-specific analysis that establishes the feasible percentages that can reasonably be applied to the potential market for each housing type.

The **penetration rate** is derived by dividing the *total* number of dwelling units planned for a property by the *total* number of draw area households, sometimes qualified by income. The **penetration rate** is largely an academic measure that establishes the percentage of households from within a defined area that must move to a housing project to achieve 100 percent occupancy.

The **traffic conversion rate** is derived by dividing the *total* number of buyers or renters by the *total* number of prospects that have visited a site. The **traffic conversion rate** is a measure of the effectiveness of sales and leasing efforts.

Because the prospective market for a location is more precisely defined, target market capture rates are higher than the more grossly-derived penetration rates. However, the resulting higher capture rates are well within the range of prudent feasibility.

What is the market currently able to pay for the new units?

—Rental Distribution—

Based on the target household mix and the incomes and financial capabilities of the target households, the distribution by rent ranges of the 132 new rental units that could be absorbed each year over the next five years within the Gentilly Boulevard/Dillard Collegetown Development Area would be as follows:

Rental Apartment Distribution by Rent Range
THE GENTILLY BOULEVARD/DILLARD COLLEGETOWN DEVELOPMENT AREA
City of New Orleans, Louisiana

MONTHLY RENT RANGE	UNITS PER YEAR	PERCENTAGE
\$500–\$750	18	13.6%
\$750–\$1,000	18	13.6%
\$1,000–\$1,250	18	13.6%
\$1,250–\$1,500	26	19.7%
\$1,500–\$1,750	21	15.9%
\$1,750–\$2,000	17	12.9%
\$2,000 and up	14	10.7%
Total:	132	100.0%

—For-Sale Distribution—

Based on the target household mix and the incomes of the target households, the distribution by price range of the 41 new for-sale apartments that could be absorbed each year over the next five years within the Gentilly Boulevard/Dillard Collegetown Development Area would be as follows:

For-Sale Apartment Distribution by Price Range
THE GENTILLY BOULEVARD/DILLARD COLLEGETOWN DEVELOPMENT AREA
City of New Orleans, Louisiana

PRICE RANGE	UNITS PER YEAR	PERCENTAGE
\$50,000–\$100,000	5	12.2%
\$100,000–\$150,000	9	22.0%
\$150,000–\$200,000	13	31.6%
\$200,000–\$250,000	7	17.1%
\$250,000 and up	7	17.1%
Total:	41	100.0%

Based on the target household mix and incomes of the target groups, the distribution by price range of the 23 new rowhouses/duplexes that could be absorbed each year over the next five years within the Gentilly Boulevard/Dillard Collegetown Development Area would be as follows:

Rowhouse/Duplex Distribution by Price Range
THE GENTILLY BOULEVARD/DILLARD COLLEGETOWN DEVELOPMENT AREA
City of New Orleans, Louisiana

PRICE RANGE	UNITS PER YEAR	PERCENTAGE
\$50,000–\$100,000	4	17.4%
\$100,000–\$150,000	5	21.8%
\$150,000–\$200,000	7	30.4%
\$200,000–\$250,000	3	13.0%
\$250,000 and up	4	17.4%
Total:	23	100.0%

Based on the target household mix and incomes of the target groups, the distribution by price range of the 34 new detached houses that could be absorbed each year over the next five years within the Gentilly Boulevard/Dillard Collegetown Development Area would be as follows:

Detached House Distribution by Price Range
THE GENTILLY BOULEVARD/DILLARD COLLEGETOWN DEVELOPMENT AREA
City of New Orleans, Louisiana

PRICE RANGE	UNITS PER YEAR	PERCENTAGE
\$50,000–\$100,000	2	6.7%
\$100,000–\$150,000	4	13.3%
\$150,000–\$200,000	9	30.0%
\$200,000–\$250,000	7	23.3%
\$250,000–\$300,000	5	16.7%
\$300,000 and up	3	10.0%
Total:	30	100.0%

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Main Tables

Table 1

Potential Market For New Housing Units

Distribution Of Draw Area Households With The Potential
To Move To The Gentilly Boulevard/Dillard Collegetown Development Area Each Year
Based On Housing Preferences And Income Levels
Orleans Parish (City of New Orleans), Louisiana

Orleans, Jefferson, St. Tammany, St. Bernards, and East Baton Rouge Parishes, Louisiana; Balance of Louisiana; All Other US Counties
Draw Areas

Average Annual Total Households With Potential To Rent/Purchase Within The Gentilly Boulevard/ Dillard Collegetown Development Area	1,680

Potential Housing Market

	Multi-Family				*Single-Family*		
	For-Rent		*For-Sale*				
	Below Market-Rate† Apts.	*Market-Rate† Apts.*	*AllRanges Apts.*	*AllRanges Attached*	*Below Market-Rate† Detached*	*Market-Rate† Detached*	Total
Total Households:	320	560	270	230	130	170	1,680
{Percent}:	19.0%	33.3%	16.1%	13.7%	7.7%	10.1%	100.0%

† Market rate is defined as affordable to households with incomes above 80 percent of the New Orleans AMFI (Area Median Family Income), which is $59,800 for a family of four in 2008.

NOTE: Reference Appendix One, Tables 1 through 8B; Appendix Three, Tables 1A through 4.

SOURCE: Claritas, Inc.;
Zimmerman/Volk Associates, Inc.

Table 2

Potential Housing Market By Household Type

Distribution Of Draw Area Households With The Potential
To Move To The Gentilly Boulevard/Dillard Collegetown Development Area Each Year
Based On Housing Preferences And Income Levels
Orleans Parish (City of New Orleans), Louisiana

		Multi-Family			*Single-Family*		
		For-Rent		*For-Sale*			
	Total	*Below Market-Rate* Apts.*	*Market-Rate* Apts.*	*AllRanges Apts.*	*AllRanges Attached*	*Below Market-Rate* Detached*	*Market-Rate* Detached*
Number of Households:	1,680	320	560	270	230	130	170
Empty Nesters & Retirees	11%	10%	11%	4%	13%	23%	18%
Traditional & Non-Traditional Families	28%	31%	18%	19%	26%	54%	53%
Younger Singles & Couples	61%	59%	71%	77%	61%	23%	29%
	100%	100%	100%	100%	100%	100%	100%

* Market rate is defined as affordable to households with incomes above 80 percent of the New Orleans AMFI (Area Median Family Income), which is $59,800 for a family of four in 2008.

NOTE: Reference Appendix One, Tables 1 through 8B; Appendix Three, Tables 1A through 4.

SOURCE: Claritas, Inc.;
Zimmerman/Volk Associates, Inc.

Potential Market For New Multi-Family For Rent

The Gentilly Boulevard/Dillard Collegetown Development Area

Orleans Parish, Louisiana

Empty Nesters & Retirees	*Below Market-Rate† Apts.*	*Market-Rate† Apts.*	*Total*	*15% Capture*
Metropolitan Cities				
Urban Establishment	0	10	10	2
Cosmopolitan Couples	0	10	10	2
Multi-Ethnic Seniors	20	10	30	4
Small Cities/Satellite Cities				
Middle-Class Move-Downs	0	10	10	2
Second City Seniors	10	10	20	3
Metropolitan Suburbs				
Suburban Seniors	0	10	10	2
Subtotal:	30	60	90	15

† Market rate is defined as affordable to households with incomes above 80 percent of the New Orleans AMFI (Area Median Family Income), which is $59,800 for a family of four in 2008.

SOURCE: Claritas, Inc.;
Zimmerman/Volk Associates, Inc.

Potential Market For New Multi-Family For Rent
The Gentilly Boulevard/Dillard Collegetown Development Area
Orleans Parish, Louisiana

Traditional & Non-Traditional Families	*Below Market-Rate† Apts.*	*Market-Rate† Apts.*	*Total*	*15% Capture*
Metropolitan Cities				
Full-Nest Urbanites	0	10	10	2
Multi-Cultural Families	10	10	20	3
Inner-City Families	30	20	50	7
Single-Parent Families	20	10	30	4
Small Cities/Satellite Cities				
Multi-Ethnic Families	10	10	20	3
In-Town Families	20	20	40	5
Metropolitan Suburbs				
Full-Nest Suburbanites	0	10	10	2
Blue-Collar Button-Downs	10	10	20	3
Subtotal:	100	100	200	29

† Market rate is defined as affordable to households with incomes above 80 percent of the New Orleans AMFI (Area Median Family Income), which is $59,800 for a family of four in 2008.

SOURCE: Claritas, Inc.;
Zimmerman/Volk Associates, Inc.

Potential Market For New Multi-Family For Rent
The Gentilly Boulevard/Dillard Collegetown Development Area
Orleans Parish, Louisiana

Younger Singles & Couples	*Below Market-Rate† Apts.*	*Market-Rate† Apts.*	*Total*	*15% Capture*
Metropolitan Cities				
e-Types	0	50	50	8
New Bohemians	20	70	90	13
Urban Achievers	60	120	180	25
Small Cities/Satellite Cities				
The VIPs	0	10	10	2
Twentysomethings	10	40	50	8
Small-City Singles	20	30	50	8
Blue-Collar Singles	10	10	20	3
Soul City Singles	20	10	30	4
Metropolitan Suburbs				
Upscale Suburban Couples	0	10	10	2
No-Nest Suburbanites	0	10	10	2
Suburban Achievers	10	20	30	5
Working-Class Singles	40	20	60	8
Subtotal:	190	400	590	88
Total Households:	**320**	**560**	**880**	132
Percent of Total:	**36.4%**	**63.6%**	**100.0%**	

† Market rate is defined as affordable to households with incomes above 80 percent of the New Orleans AMFI (Area Median Family Income), which is $59,800 for a family of four in 2008.

SOURCE: Claritas, Inc.;
Zimmerman/Volk Associates, Inc.

Potential Market For New Multi-Family For Sale
The Gentilly Boulevard/Dillard Collegetown Development Area
Orleans Parish, Louisiana

Empty Nesters & Retirees	*Below Market-Rate† Apts.*	*Market-Rate† Apts.*	*Total*	*15% Capture*
Metropolitan Cities				
Urban Establishment	0	10	10	2
Subtotal:	0	10	10	2
Traditional & Non-Traditional Families				
Metropolitan Cities				
Multi-Cultural Families	0	10	10	2
Inner-City Families	10	0	10	2
Small Cities/Satellite Cities				
Multi-Ethnic Families	0	10	10	2
In-Town Families	10	0	10	2
Metropolitan Suburbs				
Blue-Collar Button-Downs	0	10	10	2
Subtotal:	20	30	50	10

† Market rate is defined as affordable to households with incomes above 80 percent of the New Orleans AMFI (Area Median Family Income), which is $59,800 for for a family of four in 2008.

SOURCE: Claritas, Inc.;
Zimmerman/Volk Associates, Inc.

Potential Market For New Multi-Family For Sale

The Gentilly Boulevard/Dillard Collegetown Development Area

Orleans Parish, Louisiana

Younger Singles & Couples	*Below Market-Rate† Apts.*	*Market-Rate† Apts.*	*Total*	*15% Capture*
Metropolitan Cities				
e-Types	0	20	20	3
New Bohemians	0	30	30	5
Urban Achievers	20	30	50	6
Small Cities/Satellite Cities				
The VIPs	0	10	10	2
Twentysomethings	10	10	20	3
Small-City Singles	10	0	10	1
Metropolitan Suburbs				
Upscale Suburban Couples	0	10	10	2
Suburban Achievers	20	30	50	6
Working-Class Singles	10	0	10	1
Subtotal:	70	140	210	29
Total Households:	**90**	**180**	**270**	41
Percent of Total:	**33.3%**	**66.7%**	**100.0%**	

† Market rate is defined as affordable to households with incomes above 80 percent of the New Orleans AMFI (Area Median Family Income), which is $59,800 for for a family of four in 2008.

SOURCE: Claritas, Inc.; Zimmerman/Volk Associates, Inc.

Potential Market For New Single-Family Attached For Sale
The Gentilly Boulevard/Dillard Collegetown Development Area
Orleans Parish, Louisiana

Empty Nesters & Retirees	*Below Market-Rate† SF Attached*	*Market-Rate† SF Attached*	*Total*	*10% Capture*
Metropolitan Cities				
Urban Establishment	0	10	10	1
Small Cities/Satellite Cities				
Second City Seniors	10	0	10	1
Metropolitan Suburbs				
Middle-American Retirees	0	10	10	1
Subtotal:	10	20	30	3
Traditional & Non-Traditional Families				
Metropolitan Cities				
Full-Nest Urbanites	0	10	10	1
Single-Parent Families	10	0	10	1
Small Cities/Satellite Cities				
Unibox Transferees	0	10	10	1
Multi-Ethnic Families	0	10	10	1
Metropolitan Suburbs				
Blue-Collar Button-Downs	0	10	10	1
Working-Class Families	10	0	10	1
Subtotal:	20	40	60	6

† Market rate is defined as affordable to households with incomes above 80 percent of the New Orleans AMFI (Area Median Family Income), which is $59,800 for for a family of four in 2008.

SOURCE: Claritas, Inc.;
Zimmerman/Volk Associates, Inc.

Potential Market For New Single-Family Attached For Sale

The Gentilly Boulevard/Dillard Collegetown Development Area

Orleans Parish, Louisiana

Younger Singles & Couples	*Below Market-Rate† SF Attached*	*Market-Rate† SF Attached*	*Total*	*10% Capture*
Metropolitan Cities				
e-Types	0	10	10	1
New Bohemians	0	20	20	2
Urban Achievers	0	20	20	2
Small Cities/Satellite Cities				
The VIPs	0	10	10	1
Twentysomethings	10	10	20	2
Small-City Singles	10	0	10	1
Soul City Singles	10	0	10	1
Metropolitan Suburbs				
No-Nest Suburbanites	0	10	10	1
Suburban Achievers	0	20	20	2
Working-Class Singles	10	0	10	1
Subtotal:	40	100	140	14
Total Households:	**70**	**160**	**230**	23
Percent of Total:	**30.4%**	**69.6%**	**100.0%**	

† Market rate is defined as affordable to households with incomes above 80 percent of the New Orleans AMFI (Area Median Family Income), which is $59,800 for for a family of four in 2008.

SOURCE: Claritas, Inc.; Zimmerman/Volk Associates, Inc.

Potential Market For New Single-Family Detached For Sale

The Gentilly Boulevard/Dillard Collegetown Development Area

Orleans Parish, Louisiana

Empty Nesters & Retirees	*Below Market-Rate† SF Attached*	*Market-Rate† SF Attached*	*Total*	*10% Capture*
Metropolitan Cities				
Urban Establishment	0	10	10	1
Cosmopolitan Couples	0	10	10	1
Multi-Ethnic Retirees	10	0	10	1
Small Cities/Satellite Cities				
Middle-Class Move-Downs	0	10	10	1
Metropolitan Suburbs				
Middle-American Retirees	10	0	10	1
Suburban Retirees	10	0	10	1
Subtotal:	30	30	60	6

† Market rate is defined as affordable to households with incomes above 80 percent of the New Orleans AMFI (Area Median Family Income), which is $59,800 for for a family of four in 2008.

SOURCE: Claritas, Inc.; Zimmerman/Volk Associates, Inc.

Potential Market For New Single-Family Detached For Sale
The Gentilly Boulevard/Dillard Collegetown Development Area
Orleans Parish, Louisiana

Traditional & Non-Traditional Families	Below Market-Rate† SF Attached	Market-Rate† SF Attached	Total	10% Capture
Metropolitan Cities				
Full-Nest Urbanites	10	20	30	3
Multi-Cultural Families	10	0	10	1
Small Cities/Satellite Cities				
Unibox Transferees	0	20	20	2
Multi-Ethnic Families	20	10	30	3
In-Town Families	10	0	10	1
Metropolitan Suburbs				
Late-Nest Suburbanites	0	20	20	2
Full-Nest Suburbanites	10	10	20	2
Blue-Collar Button-Downs	10	10	20	2
Subtotal:	70	90	160	16

† Market rate is defined as affordable to households with incomes above 80 percent of the New Orleans AMFI (Area Median Family Income), which is $59,800 for for a family of four in 2008.

SOURCE: Claritas, Inc.;
Zimmerman/Volk Associates, Inc.

Potential Market For New Single-Family Detached For Sale
The Gentilly Boulevard/Dillard Collegetown Development Area
Orleans Parish, Louisiana

Younger Singles & Couples	*Below Market-Rate† SF Attached*	*Market-Rate† SF Attached*	*Total*	*10% Capture*
Small Cities/Satellite Cities				
The VIPs	0	10	10	1
Small-City Singles	10	0	10	1
Blue-Collar Singles	10	0	10	1
Metropolitan Suburbs				
The Entrepreneurs	0	20	20	2
Fast-Track Professionals	0	10	10	1
Upscale Suburban Couples	0	10	10	1
Suburban Achievers	10	0	10	1
Subtotal:	30	50	80	8
Total Households:	**130**	**170**	**300**	30
Percent of Total:	**43.3%**	**56.7%**	**100.0%**	

† Market rate is defined as affordable to households with incomes above 80 percent of the New Orleans AMFI (Area Median Family Income), which is $59,800 for for a family of four in 2008.

SOURCE: Claritas, Inc.;
Zimmerman/Volk Associates, Inc.

Appendix Tables

Households With The Potential
To Move To The Gentilly Boulevard/Dillard Collegetown Development Area Each Year

Households In Groups With Median Incomes Above $50,000

Orleans, Jefferson, St. Tammany, St. Bernards, and East Baton Rouge Parishes, Louisiana;
Balance of Louisiana; All Other US Counties

Household Type/ Geographic Designation	*Orleans Parish*	*Adjacent Parishes*	*E. Baton Rouge Parish*	*Balance of Louisiana*	*All Other US Counties*	Total
Empty Nesters & Retirees	**30**	**50**	**0**	**0**	**30**	**110**
Metropolitan Cities	20	40	0	0	10	70
Small Cities/Satellite Cities	10	0	0	0	10	20
Metropolitan Suburbs	0	10	0	0	10	20
Town & Country/Exurbs	0	0	0	0	0	0
Traditional & Non-Traditional Families	**60**	**130**	**0**	**10**	**100**	**300**
Metropolitan Cities	30	40	0	0	20	90
Small Cities/Satellite Cities	30	30	0	10	30	100
Metropolitan Suburbs	0	60	0	0	50	110
Town & Country/Exurbs	0	0	0	0	0	0
Younger Singles & Couples	**350**	**200**	**20**	**40**	**260**	**870**
Metropolitan Cities	260	120	0	10	80	470
Small Cities/Satellite Cities	80	20	10	20	80	210
Metropolitan Suburbs	10	60	10	10	100	190
Town & Country/Exurbs	0	0	0	0	0	0
Total:	**440**	**380**	**20**	**50**	**390**	**1,280**
Percent:	**34.4%**	**29.7%**	**1.6%**	**3.9%**	**30.5%**	**100.0%**

SOURCE: Claritas, Inc.;
Zimmerman/Volk Associates, Inc.

Households With The Potential
To Move To The Gentilly Boulevard/Dillard Collegetown Development Area Each Year

Households In Groups With Median Incomes Above $50,000

Orleans, Jefferson, St. Tammany, St. Bernards, and East Baton Rouge Parishes, Louisiana;
Balance of Louisiana; All Other US Counties

	Orleans Parish	*Adjacent Parishes*	*E. Baton Rouge Parish*	*Balance of Louisiana*	*All Other US Counties*	Total
Empty Nesters & Retirees	**30**	**50**	**0**	**0**	**30**	**110**
Metropolitan Cities						
Urban Establishment	10	20	0	0	10	40
Cosmopolitan Couples	10	10	0	0	0	20
Multi-Ethnic Retirees	0	10	0	0	0	10
Subtotal:	20	40	0	0	10	70
Small Cities/Satellite Cities						
Middle-Class Move-Downs	10	0	0	0	10	20
Subtotal:	10	0	0	0	10	20
Metropolitan Suburbs						
Middle-American Retirees	0	10	0	0	10	20
Subtotal:	0	10	0	0	10	20

SOURCE: Claritas, Inc.;
Zimmerman/Volk Associates, Inc.

Households With The Potential
To Move To The Gentilly Boulevard/Dillard Collegetown Development Area Each Year

Households In Groups With Median Incomes Above $50,000

Orleans, Jefferson, St. Tammany, St. Bernards, and East Baton Rouge Parishes, Louisiana;
Balance of Louisiana; All Other US Counties

	Orleans Parish	*Adjacent Parishes*	*E. Baton Rouge Parish*	*Balance of Louisiana*	*All Other US Counties*	Total
Traditional & Non-Traditional Families	**60**	**130**	**0**	**10**	**100**	**300**
Metropolitan Cities						
Full-Nest Urbanites	20	20	0	0	10	50
Multi-Cultural Families	10	20	0	0	10	40
Subtotal:	30	40	0	0	20	90
Small Cities/Satellite Cities						
Unibox Transferees	10	10	0	0	10	30
Multi-Ethnic Families	20	20	0	10	20	70
Subtotal:	30	30	0	10	30	100
Metropolitan Suburbs						
Late-Nest Suburbanites	0	10	0	0	10	20
Full-Nest Suburbanites	0	10	0	0	20	30
Blue-Collar Button-Downs	0	40	0	0	20	60
Subtotal:	0	60	0	0	50	110

SOURCE: Claritas, Inc.;
Zimmerman/Volk Associates, Inc.

Households With The Potential
To Move To The Gentilly Boulevard/Dillard Collegetown Development Area Each Year

Households In Groups With Median Incomes Above $50,000

Orleans, Jefferson, St. Tammany, St. Bernards, and East Baton Rouge Parishes, Louisiana; Balance of Louisiana; All Other US Counties

	Orleans Parish	*Adjacent Parishes*	*E. Baton Rouge Parish*	*Balance of Louisiana*	*All Other US Counties*	Total
Younger Singles & Couples	**350**	**200**	**20**	**40**	**260**	**870**
Metropolitan Cities						
e-Types	50	10	0	0	20	80
New Bohemians	80	30	0	0	30	140
Urban Achievers	130	80	0	10	30	250
Subtotal:	260	120	0	10	80	470
Small Cities/Satellite Cities						
The VIPs	20	0	0	0	20	40
Twentysomethings	30	10	10	10	30	90
Small-City Singles	30	10	0	10	30	80
Subtotal:	80	20	10	20	80	210
Metropolitan Suburbs						
The Entrepreneurs	0	0	0	0	20	20
Fast-Track Professionals	0	0	0	0	10	10
Upscale Suburban Couples	0	10	0	0	20	30
No-Nest Suburbanites	0	10	0	0	10	20
Suburban Achievers	10	40	10	10	40	110
Subtotal:	10	60	10	10	100	190

SOURCE: Claritas, Inc.;
Zimmerman/Volk Associates, Inc.

Households With The Potential
To Move To The Gentilly Boulevard/Dillard Collegetown Development Area Each Year

Households In Groups With Median Incomes Below $50,000

Orleans, Jefferson, St. Tammany, St. Bernards, and East Baton Rouge Parishes, Louisiana;
Balance of Louisiana; All Other US Counties

Household Type/ Geographic Designation	*Orleans Parish*	*Adjacent Parishes*	*E. Baton Rouge Parish*	*Balance of Louisiana*	*All Other US Counties*	Total
Empty Nesters & Retirees	**30**	**40**	**0**	**0**	**10**	**80**
Metropolitan Cities	20	10	0	0	0	30
Small Cities/Satellite Cities	10	10	0	0	10	30
Metropolitan Suburbs	0	20	0	0	0	20
Town & Country/Exurbs	0	0	0	0	0	0
Traditional & Non-Traditional Families	**90**	**40**	**0**	**0**	**40**	**170**
Metropolitan Cities	70	10	0	0	20	100
Small Cities/Satellite Cities	20	20	0	0	20	60
Metropolitan Suburbs	0	10	0	0	0	10
Town & Country/Exurbs	0	0	0	0	0	0
Younger Singles & Couples	**40**	**50**	**0**	**0**	**60**	**150**
Small Cities/Satellite Cities	20	10	0	0	40	70
Metropolitan Suburbs	20	40	0	0	20	80
Town & Country/Exurbs	0	0	0	0	0	0
Total:	**160**	**130**	**0**	**0**	**110**	**400**
Percent:	**40.0%**	**32.5%**	**0.0%**	**0.0%**	**27.5%**	**100.0%**

SOURCE: Claritas, Inc.;
Zimmerman/Volk Associates, Inc.

Households With The Potential
To Move To The Gentilly Boulevard/Dillard Collegetown Development Area Each Year

Households In Groups With Median Incomes Below $50,000

Orleans, Jefferson, St. Tammany, St. Bernards, and East Baton Rouge Parishes, Louisiana;
Balance of Louisiana; All Other US Counties

	Orleans Parish	*Adjacent Parishes*	*E. Baton Rouge Parish*	*Balance of Louisiana*	*All Other US Counties*	Total
Empty Nesters & Retirees	**30**	**40**	**0**	**0**	**10**	**80**
Metropolitan Cities						
Multi-Ethnic Seniors	20	10	0	0	0	30
Subtotal:	20	10	0	0	0	30
Small Cities/Satellite Cities						
Second City Seniors	10	10	0	0	10	30
Subtotal:	10	10	0	0	10	30
Metropolitan Suburbs						
Suburban Retirees	0	10	0	0	0	10
Suburban Seniors	0	10	0	0	0	10
Subtotal:	0	20	0	0	0	20

SOURCE: Claritas, Inc.;
Zimmerman/Volk Associates, Inc.

Households With The Potential
To Move To The Gentilly Boulevard/Dillard Collegetown Development Area Each Year

Households In Groups With Median Incomes Below $50,000

Orleans, Jefferson, St. Tammany, St. Bernards, and East Baton Rouge Parishes, Louisiana;
Balance of Louisiana; All Other US Counties

	Orleans Parish	*Adjacent Parishes*	*E. Baton Rouge Parish*	*Balance of Louisiana*	*All Other US Counties*	Total
Traditional & Non-Traditional Families	**90**	**40**	**0**	**0**	**40**	**170**
Metropolitan Cities						
Inner-City Families	40	10	0	0	10	60
Single-Parent Families	30	0	0	0	10	40
Subtotal:	70	10	0	0	20	100
Small Cities/Satellite Cities						
In-Town Families	20	20	0	0	20	60
Subtotal:	20	20	0	0	20	60
Metropolitan Suburbs						
Working-Class Families	0	10	0	0	0	10
Subtotal:	0	10	0	0	0	10

	Orleans Parish	*Adjacent Parishes*	*E. Baton Rouge Parish*	*Balance of Louisiana*	*All Other US Counties*	Total
Younger Singles & Couples	**40**	**50**	**0**	**0**	**60**	**150**
Small Cities/Satellite Cities						
Blue-Collar Singles	10	0	0	0	20	30
Soul City Singles	10	10	0	0	20	40
Subtotal:	20	10	0	0	40	70
Metropolitan Suburbs						
Working-Class Singles	20	40	0	0	20	80
Subtotal:	20	40	0	0	20	80

SOURCE: Claritas, Inc.;
Zimmerman/Volk Associates, Inc.

Tenure (Renter/Buyer) Profile

Households With The Potential
To Move To The Gentilly Boulevard/Dillard Collegetown Development Area Each Year
Households In Groups With Median Incomes Above $50,000
Orleans, Jefferson, St. Tammany, St. Bernards, and East Baton Rouge Parishes, Louisiana;
Balance of Louisiana; All Other US Counties

Household Type/ Geographic Designation	*Rental* Below Median	*Rental* Above Median	*Ownership* Entry-Level	*Ownership* First-Time Move-Up	*Ownership* Move-Up/ Lateral	*Ownership* Move-Down	Total
Empty Nesters & Retirees	**0**	**30**	**0**	**0**	**60**	**20**	**110**
Metropolitan Cities	0	20	0	0	40	10	70
Small Cities/Satellite Cities	0	10	0	0	10	0	20
Metropolitan Suburbs	0	0	0	0	10	10	20
Town & Country/Exurbs	0	0	0	0	0	0	0
Traditional & Non-Traditional Families	**30**	**50**	**30**	**110**	**40**	**40**	**300**
Metropolitan Cities	10	20	10	30	10	10	90
Small Cities/Satellite Cities	10	10	10	40	10	20	100
Metropolitan Suburbs	10	20	10	40	20	10	110
Town & Country/Exurbs	0	0	0	0	0	0	0
Younger Singles & Couples	**120**	**360**	**80**	**130**	**150**	**30**	**870**
Metropolitan Cities	80	240	40	50	40	20	470
Small Cities/Satellite Cities	30	80	30	30	40	0	210
Metropolitan Suburbs	10	40	10	50	70	10	190
Town & Country/Exurbs	0	0	0	0	0	0	0
Total:	**150**	**440**	**110**	**240**	**250**	**90**	**1,280**
Percent:	**11.7%**	**34.4%**	**8.6%**	**18.8%**	**19.5%**	**7.0%**	**100.0%**

SOURCE: Claritas, Inc.;
Zimmerman/Volk Associates, Inc.

Tenure (Renter/Buyer) Profile

Households With The Potential
To Move To The Gentilly Boulevard/Dillard Collegetown Development Area Each Year
Households In Groups With Median Incomes Above $50,000
Orleans, Jefferson, St. Tammany, St. Bernards, and East Baton Rouge Parishes, Louisiana;
Balance of Louisiana; All Other US Counties

	Rental		*Ownership*				
Empty Nesters & Retirees	*Below Median*	*Above Median*	*Entry-Level*	*First-Time Move-Up*	*Move-Up/ Lateral*	*Move-Down*	Total
Metropolitan Cities							
Urban Establishment	0	10	0	0	20	10	40
Cosmopolitan Couples	0	10	0	0	10	0	20
Multi-Ethnic Retirees	0	0	0	0	10	0	10
Subtotal:	0	20	0	0	40	10	70
Small Cities/Satellite Cities							
Middle-Class Move-Downs	0	10	0	0	10	0	20
Subtotal:	0	10	0	0	10	0	20
Metropolitan Suburbs							
Middle-American Retirees	0	0	0	0	10	10	20
Subtotal:	0	0	0	0	10	10	20
Total:	**0**	**30**	**0**	**0**	**60**	**20**	**110**
Percent:	**0.0%**	**27.3%**	**0.0%**	**0.0%**	**54.5%**	**18.2%**	**100.0%**

SOURCE: Claritas, Inc.;
Zimmerman/Volk Associates, Inc.

Tenure (Renter/Buyer) Profile

Households With The Potential
To Move To The Gentilly Boulevard / Dillard Collegetown Development Area Each Year
Households In Groups With Median Incomes Above $50,000
Orleans, Jefferson, St. Tammany, St. Bernards, and East Baton Rouge Parishes, Louisiana;
Balance of Louisiana; All Other US Counties

	Rental		*Ownership*				
Traditional & Non-Traditional Families	*Below Median*	*Above Median*	*Entry-Level*	*First-Time Move-Up*	*Move-Up/ Lateral*	*Move-Down*	Total
Metropolitan Cities							
Full-Nest Urbanites	0	10	10	20	0	10	50
Multi-Cultural Families	10	10	0	10	10	0	40
Subtotal:	10	20	10	30	10	10	90
Small Cities/Satellite Cities							
Unibox Transferees	0	0	0	20	0	10	30
Multi-Ethnic Families	10	10	10	20	10	10	70
Subtotal:	10	10	10	40	10	20	100
Metropolitan Suburbs							
Late-Nest Suburbanites	0	0	0	10	10	0	20
Full-Nest Suburbanites	0	10	0	10	10	0	30
Blue-Collar Button-Downs	10	10	10	20	0	10	60
Subtotal:	10	20	10	40	20	10	110
Total:	**30**	**50**	**30**	**110**	**40**	**40**	**300**
Percent:	**10.0%**	**16.7%**	**10.0%**	**36.7%**	**13.3%**	**13.3%**	**100.0%**

SOURCE: Claritas, Inc.;
Zimmerman / Volk Associates, Inc.

Tenure (Renter/Buyer) Profile

Households With The Potential
To Move To The Gentilly Boulevard / Dillard Collegetown Development Area Each Year
Households In Groups With Median Incomes Above $50,000
Orleans, Jefferson, St. Tammany, St. Bernards, and East Baton Rouge Parishes, Louisiana;
Balance of Louisiana; All Other US Counties

	Rental		*Ownership*				
Younger Singles & Couples	*Below Median*	*Above Median*	*Entry-Level*	*First-Time Move-Up*	*Move-Up/ Lateral*	*Move-Down*	Total
Metropolitan Cities							
e-Types	0	50	10	10	10	0	80
New Bohemians	20	70	10	20	10	10	140
Urban Achievers	60	120	20	20	20	10	250
Subtotal:	80	240	40	50	40	20	470
Small Cities/Satellite Cities							
The VIPs	0	10	10	10	10	0	40
Twentysomethings	10	40	10	10	20	0	90
Small-City Singles	20	30	10	10	10	0	80
Subtotal:	30	80	30	30	40	0	210
Metropolitan Suburbs							
The Entrepreneurs	0	0	0	10	10	0	20
Fast-Track Professionals	0	0	0	0	10	0	10
Upscale Suburban Couples	0	10	0	10	10	0	30
No-Nest Suburbanites	0	10	0	0	10	0	20
Suburban Achievers	10	20	10	30	30	10	110
Subtotal:	10	40	10	50	70	10	190
Total:	**120**	**360**	**80**	**130**	**150**	**30**	**870**
Percent:	**13.8%**	**41.4%**	**9.2%**	**14.9%**	**17.2%**	**3.4%**	**100.0%**

SOURCE: Claritas, Inc.;
Zimmerman / Volk Associates, Inc.

New Unit Purchase Propensity By Housing Type

Households With The Potential
To Move To The Gentilly Boulevard / Dillard Collegetown Development Area Each Year
Households In Groups With Median Incomes Above $50,000
Orleans, Jefferson, St. Tammany, St. Bernards, and East Baton Rouge Parishes, Louisiana; Balance of Louisiana; All Other US Counties

Household Type / Geographic Designation	Multi-Family All Ranges	Single-Family Attached All Ranges	Single-Family Detached Low-Range	Single-Family Detached Mid-Range	Single-Family Detached High-Range	Total
Empty Nesters & Retirees	**10**	**20**	**20**	**30**	**0**	**80**
Metropolitan Cities	10	10	10	20	0	50
Small Cities/Satellite Cities	0	0	0	10	0	10
Metropolitan Suburbs	0	10	10	0	0	20
Town & Country/Exurbs	0	0	0	0	0	0
Traditional & Non-Traditional Families	**30**	**40**	**60**	**60**	**30**	**220**
Metropolitan Cities	10	10	20	10	10	60
Small Cities/Satellite Cities	10	20	20	20	10	80
Metropolitan Suburbs	10	10	20	30	10	80
Town & Country/Exurbs	0	0	0	0	0	0
Younger Singles & Couples	**200**	**120**	**20**	**40**	**10**	**390**
Metropolitan Cities	100	50	0	0	0	150
Small Cities/Satellite Cities	40	40	10	10	0	100
Metropolitan Suburbs	60	30	10	30	10	140
Town & Country/Exurbs	0	0	0	0	0	0
Total:	**240**	**180**	**100**	**130**	**40**	**690**
Percent:	**34.8%**	**26.1%**	**14.5%**	**18.8%**	**5.8%**	**100.0%**

SOURCE: Claritas, Inc.;
Zimmerman/Volk Associates, Inc.

New Unit Purchase Propensity By Housing Type

Households With The Potential
To Move To The Gentilly Boulevard / Dillard Collegetown Development Area Each Year
Households In Groups With Median Incomes Above $50,000
Orleans, Jefferson, St. Tammany, St. Bernards, and East Baton Rouge Parishes, Louisiana;
Balance of Louisiana; All Other US Counties

	Multi-Family	*Single-Family*				
		Attached	*Detached*			
Empty Nesters & Retirees	*All Ranges*	*All Ranges*	*Low-Range*	*Mid-Range*	*High-Range*	Total
Metropolitan Cities						
Urban Establishment	10	10	0	10	0	30
Cosmopolitan Couples	0	0	0	10	0	10
Multi-Ethnic Retirees	0	0	10	0	0	10
Subtotal:	10	10	10	20	0	50
Small Cities/Satellite Cities						
Middle-Class Move-Downs	0	0	0	10	0	10
Subtotal:	0	0	0	10	0	10
Metropolitan Suburbs						
Middle-American Retirees	0	10	10	0	0	20
Subtotal:	0	10	10	0	0	20
Total:	**10**	**20**	**20**	**30**	**0**	**80**
Percent:	**12.5%**	**25.0%**	**25.0%**	**37.5%**	**0.0%**	**100.0%**

SOURCE: Claritas, Inc.;
Zimmerman / Volk Associates, Inc.

New Unit Purchase Propensity By Housing Type

Households With The Potential
To Move To The Gentilly Boulevard / Dillard Collegetown Development Area Each Year
Households In Groups With Median Incomes Above $50,000
Orleans, Jefferson, St. Tammany, St. Bernards, and East Baton Rouge Parishes, Louisiana;
Balance of Louisiana; All Other US Counties

	Multi- Family	*Single- Family*				
		Attached	*Detached*			
Traditional & Non-Traditional Families	*All Ranges*	*All Ranges*	*Low-Range*	*Mid-Range*	*High-Range*	Total
Metropolitan Cities						
Full-Nest Urbanites	0	10	10	10	10	40
Multi-Cultural Families	10	0	10	0	0	20
Subtotal:	10	10	20	10	10	60
Small Cities/Satellite Cities						
Unibox Transferees	0	10	0	10	10	30
Multi-Ethnic Families	10	10	20	10	0	50
Subtotal:	10	20	20	20	10	80
Metropolitan Suburbs						
Late-Nest Suburbanites	0	0	0	10	10	20
Full-Nest Suburbanites	0	0	10	10	0	20
Blue-Collar Button-Downs	10	10	10	10	0	40
Subtotal:	10	10	20	30	10	80
Total:	**30**	**40**	**60**	**60**	**30**	**220**
Percent:	**13.6%**	**18.2%**	**27.3%**	**27.3%**	**13.6%**	**100.0%**

SOURCE: Claritas, Inc.;
Zimmerman / Volk Associates, Inc.

New Unit Purchase Propensity By Housing Type

Households With The Potential
To Move To The Gentilly Boulevard / Dillard Collegetown Development Area Each Year
Households In Groups With Median Incomes Above $50,000
Orleans, Jefferson, St. Tammany, St. Bernards, and East Baton Rouge Parishes, Louisiana;
Balance of Louisiana; All Other US Counties

Younger Singles & Couples	*Multi-Family*	*Single-Family*				
		Attached	*Detached*			
	All Ranges	*All Ranges*	*Low-Range*	*Mid-Range*	*High-Range*	Total
Metropolitan Cities						
e-Types	20	10	0	0	0	30
New Bohemians	30	20	0	0	0	50
Urban Achievers	50	20	0	0	0	70
Subtotal:	100	50	0	0	0	150
Small Cities/Satellite Cities						
The VIPs	10	10	0	10	0	30
Twentysomethings	20	20	0	0	0	40
Small-City Singles	10	10	10	0	0	30
Subtotal:	40	40	10	10	0	100
Metropolitan Suburbs						
The Entrepreneurs	0	0	0	10	10	20
Fast-Track Professionals	0	0	0	10	0	10
Upscale Suburban Couples	10	0	0	10	0	20
No-Nest Suburbanites	0	10	0	0	0	10
Suburban Achievers	50	20	10	0	0	80
Subtotal:	60	30	10	30	10	140
Total:	**200**	**120**	**20**	**40**	**10**	**390**
Percent:	**51.3%**	**30.8%**	**5.1%**	**10.3%**	**2.6%**	**100.0%**

SOURCE: Claritas, Inc.;
Zimmerman / Volk Associates, Inc.

Tenure (Renter/Owner) Profile

Households With The Potential
To Move Within/To Orleans Parish In 2008
Household Groups With Median Incomes Below $50,000
Orleans, Jefferson, St. Tammany, St. Bernards, and East Baton Rouge Parishes, Louisiana; Balance of Louisiana; All Other US Counties

	------- Rental -------		*---------------- Ownership --------------------*				
	. . . . Multi-Family			*. . . . . Single-Family . . . .*			
Household Type/ Geographic Area	*Below Market Rate Apt.*	*Market Rate Apt.*	*All Ranges Apt.*	*All Ranges Attached*	*Below Market-Rate Detached*	*Market-Rate Detached*	Total
Empty Nesters & Retirees	**30**	**30**	**0**	**10**	**10**	**0**	**80**
Metropolitan Cities	20	10	0	0	0	0	30
Small Cities/Satellite Cities	10	10	0	10	0	0	30
Metropolitan Suburbs	0	10	0	0	10	0	20
Town & Country/Exurbs	0	0	0	0	0	0	0
Traditional & Non-Traditional Families	**70**	**50**	**20**	**20**	**10**	**0**	**170**
Metropolitan Cities	50	30	10	10	0	0	100
Small Cities/Satellite Cities	20	20	10	0	10	0	60
Metropolitan Suburbs	0	0	0	10	0	0	10
Town & Country/Exurbs	0	0	0	0	0	0	0
Younger Singles & Couples	**70**	**40**	**10**	**20**	**10**	**0**	**150**
Small Cities/Satellite Cities	30	20	0	10	10	0	70
Metropolitan Suburbs	40	20	10	10	0	0	80
Town & Country/Exurbs	0	0	0	0	0	0	0
Total:	**170**	**120**	**30**	**50**	**30**	**0**	**400**
Percent:	**42.5%**	**30.0%**	**7.5%**	**12.5%**	**7.5%**	**0.0%**	**100.0%**

SOURCE: Claritas, Inc.;
Zimmerman/Volk Associates, Inc.

Tenure (Renter/Owner) Profile

Households With The Potential
To Move Within/To Orleans Parish In 2008
Household Groups With Median Incomes Below $50,000
Orleans, Jefferson, St. Tammany, St. Bernards, and East Baton Rouge Parishes, Louisiana;
Balance of Louisiana; All Other US Counties

	------- Rental -------		*---------------- Ownership --------------------*				
	. . . . Multi-Family			*. . . . . Single-Family . . . .*			
Empty Nesters & Retirees	*Below Market Rate Apt.*	*Market Rate Apt.*	*All Ranges Apt.*	*All Ranges Attached*	*Below Market-Rate Detached*	*Market-Rate Detached*	Total
Metropolitan Cities							
Multi-Ethnic Seniors	20	10	0	0	0	0	30
Subtotal:	20	10	0	0	0	0	30
Small Cities/Satellite Cities							
Second City Seniors	10	10	0	10	0	0	30
Subtotal:	10	10	0	10	0	0	30
Metropolitan Suburbs							
Suburban Retirees	0	0	0	0	10	0	10
Suburban Seniors	0	10	0	0	0	0	10
Subtotal:	0	10	0	0	10	0	20
Total:	**30**	**30**	**0 0**	**10**	**10**	**0**	**80**
Percent:	**37.5%**	**37.5%**	**0.0%**	**12.5%**	**12.5%**	**0.0%**	**100.0%**

SOURCE: Claritas, Inc.;
Zimmerman/Volk Associates, Inc.

Tenure (Renter/Owner) Profile

Households With The Potential
To Move Within/To Orleans Parish In 2008
Household Groups With Median Incomes Below $50,000
Orleans, Jefferson, St. Tammany, St. Bernards, and East Baton Rouge Parishes, Louisiana;
Balance of Louisiana; All Other US Counties

	------- Rental -------		*---------------- Ownership -------------------*				
	. . . . Multi-Family			*. . . . . Single-Family . . . .*			
Traditional & Non-Traditional Families	*Below Market Rate Apt.*	*Market Rate Apt.*	*All Ranges Apt.*	*All Ranges Attached*	*Below Market-Rate Detached*	*Market-Rate Detached*	Total
Metropolitan Cities							
Inner-City Families	30	20	10	0	0	0	60
Single-Parent Families	20	10	0	10	0	0	40
Subtotal:	50	30	10	10	0	0	100
Small Cities/Satellite Cities							
In-Town Families	20	20	10	0	10	0	60
Subtotal:	20	20	10	0	10	0	60
Metropolitan Suburbs							
Working-Class Families	0	0	0	10	0	0	10
Subtotal:	0	0	0	10	0	0	10
Total:	**70**	**50**	**20 0**	**20**	**10**	**0**	**170**
Percent:	**41.2%**	**29.4%**	**11.8%**	**11.8%**	**5.9%**	**0.0%**	**100.0%**

SOURCE: Claritas, Inc.;
Zimmerman/Volk Associates, Inc.

Tenure (Renter/Owner) Profile
Households With The Potential
To Move Within/To Orleans Parish In 2008
Household Groups With Median Incomes Below $50,000
Orleans, Jefferson, St. Tammany, St. Bernards, and East Baton Rouge Parishes, Louisiana;
Balance of Louisiana; All Other US Counties

	------- Rental -------		*------- Ownership -------*				
	Multi-Family			*Single-Family*			
Younger Singles & Couples	*Below Market Rate Apt.*	*Market Rate Apt.*	*All Ranges Apt.*	*All Ranges Attached*	*Below Market-Rate Detached*	*Market-Rate Detached*	Total
Small Cities/Satellite Cities							
Blue-Collar Singles	10	10	0	0	10	0	30
Soul City Singles	20	10	0	10	0	0	40
Subtotal:	30	20	0	10	10	0	70
Metropolitan Suburbs							
Working-Class Singles	40	20	10	10	0	0	80
Subtotal:	40	20	10	10	0	0	80
Total:	**70**	**40**	**10**	**20**	**10**	**0**	**150**
Percent:	**46.7%**	**26.7%**	**6.7%**	**13.3%**	**6.7%**	**0.0%**	**100.0%**

SOURCE: Claritas, Inc.;
Zimmerman/Volk Associates, Inc.

Draw Area Households With The Potential
To Move To The Gentilly Boulevard/Dillard Collegetown Development Area Each Year

Orleans, Jefferson, St. Tammany, St. Bernards, and East Baton Rouge Parishes, Louisiana;
Balance of Louisiana; All Other US Counties

Household Type/ Geographic Area	------- Rental ------- .... Multi-Family .... Below Market Rate Apt.	Market Rate Apt.	All Ranges Apt.	---------------- Ownership -------------------- .... Single-Family .... All Ranges Attached	Below Market-Rate Detached	Market-Rate Detached	Total
Empty Nesters & Retirees	**30**	**60**	**10**	**30**	**30**	**30**	**190**
Metropolitan Cities	20	30	10	10	10	20	100
Small Cities/Satellite Cities	10	20	0	10	0	10	50
Metropolitan Suburbs	0	10	0	10	20	0	40
Town & Country/Exurbs	0	0	0	0	0	0	0
Traditional & Non-Traditional Families	**100**	**100**	**50**	**60**	**70**	**90**	**470**
Metropolitan Cities	60	50	20	20	20	20	190
Small Cities/Satellite Cities	30	30	20	20	30	30	160
Metropolitan Suburbs	10	20	10	20	20	40	120
Town & Country/Exurbs	0	0	0	0	0	0	0
Younger Singles & Couples	**190**	**400**	**210**	**140**	**30**	**50**	**1,020**
Metropolitan Cities	80	240	100	50	0	0	470
Small Cities/Satellite Cities	60	100	40	50	20	10	280
Metropolitan Suburbs	50	60	70	40	10	40	270
Town & Country/Exurbs	0	0	0	0	0	0	0
Total:	**320**	**560**	**270**	**230**	**130**	**170**	**1,680**
Percent:	**19.0%**	**33.3%**	**16.1%**	**13.7%**	**7.7%**	**10.1%**	**100.0%**

Percent Rental: **52.4%**
Percent Ownership: **47.6%**

Percent Multi-Family/Single-Family Attached: **82.1%**
Percent Single-Family Detached: **17.9%**

SOURCE: Claritas, Inc.;
Zimmerman/Volk Associates, Inc.

Draw Area Households With The Potential
To Move To The Gentilly Boulevard/Dillard Collegetown Development Area Each Year

Orleans, Jefferson, St. Tammany, St. Bernards, and East Baton Rouge Parishes, Louisiana;
Balance of Louisiana; All Other US Counties

	------- Rental -------		*---------------- Ownership --------------------*				
	. . . . Multi-Family			*. . . . . Single-Family . . . .*			
Empty Nesters & Retirees	*Below Market Rate Apt.*	*Market Rate Apt.*	*All Ranges Apt.*	*All Ranges Attached*	*Below Market-Rate Detached*	*Market-Rate Detached*	Total
Metropolitan Cities							
Urban Establishment	0	10	10	10	0	10	40
Cosmopolitan Couples	0	10	0 0	0	0	10	20
Multi-Ethnic Retirees	0	0	0 0	0	10	0	10
Multi-Ethnic Seniors	20	10	0	0	0	0	30
	20	30	10	10	10	20	100
Small Cities/Satellite Cities							
Middle-Class Move-Downs	0	10	0	0	0	10	20
Second City Seniors	10	10	0	10	0	0	30
Subtotal:	10	20	0	10	0	10	50
Metropolitan Suburbs							
Middle-American Retirees	0	0	0	10	10	0	20
Suburban Retirees	0	0	0	0	10	0	10
Suburban Seniors	0	10	0	0	0	0	10
Subtotal:	0	10	0	10	20	0	40
Total:	**30**	**60**	**10 0**	**30**	**30**	**30**	**190**
Percent:	**15.8%**	**31.6%**	**5.3%**	**15.8%**	**15.8%**	**15.8%**	**100.0%**

SOURCE: Claritas, Inc.;
Zimmerman/Volk Associates, Inc.

Draw Area Households With The Potential To Move To The Gentilly Boulevard/Dillard Collegetown Development Area Each Year

Orleans, Jefferson, St. Tammany, St. Bernards, and East Baton Rouge Parishes, Louisiana; Balance of Louisiana; All Other US Counties

	------- *Rental* -------			---------------- *Ownership* --------------------			
	. . . . *Multi-Family*			. . . . *Single-Family*			
Traditional & Non-Traditional Families	*Below Market Rate Apt.*	*Market Rate Apt.*	*All Ranges Apt.*	*All Ranges Attached*	*Below Market-Rate Detached*	*Market-Rate Detached*	Total
Metropolitan Cities							
Full-Nest Urbanites	0	10	0	10	10	20	50
Multi-Cultural Families	10	10	10	0	10	0	40
Inner-City Families	30	20	10	0	0	0	60
Single-Parent Families	20	10	0	10	0	0	40
Subtotal:	60	50	20	20	20	20	190
Small Cities/Satellite Cities							
Unibox Transferees	0	0	0	10	0	20	30
Multi-Ethnic Families	10	10	10	10	20	10	70
In-Town Families	20	20	10	0	10	0	60
Subtotal:	30	30	20	20	30	30	160
Metropolitan Suburbs							
Late-Nest Suburbanites	0	0	0	0	0	20	20
Full-Nest Suburbanites	0	10	0	0	10	10	30
Blue-Collar Button-Downs	10	10	10	10	10	10	60
Working-Class Families	0	0	0	10	0	0	10
Subtotal:	10	20	10	20	20	40	120
Total:	**100**	**100**	**50 0**	**60**	**70**	**90**	**470**
Percent:	**21.3%**	**21.3%**	**10.6%**	**12.8%**	**14.9%**	**19.1%**	**100.0%**

SOURCE: Claritas, Inc.;
Zimmerman/Volk Associates, Inc.

Draw Area Households With The Potential
To Move To The Gentilly Boulevard/Dillard Collegetown Development Area Each Year

Orleans, Jefferson, St. Tammany, St. Bernards, and East Baton Rouge Parishes, Louisiana;
Balance of Louisiana; All Other US Counties

	Rental			*Ownership*			
	Multi-Family			*Single-Family*			
Younger Singles & Couples	*Below Market Rate Apt.*	*Market Rate Apt.*	*All Ranges Apt.*	*All Ranges Attached*	*Below Market-Rate Detached*	*Market-Rate Detached*	Total
Metropolitan Cities							
e-Types	0	50	20	10	0	0	80
New Bohemians	20	70	30	20	0	0	140
Urban Achievers	60	120	50	20	0	0	250
Subtotal:	80	240	100	50	0	0	470
Small Cities/Satellite Cities							
The VIPs	0	10	10	10	0	10	40
Twentysomethings	10	40	20	20	0	0	90
Small-City Singles	20	30	10	10	10	0	80
Blue-Collar Singles	10	10	0	0	10	0	30
Soul City Singles	20	10	0	10	0	0	40
Subtotal:	60	100	40	50	20	10	280
Metropolitan Suburbs							
The Entrepreneurs	0	0	0	0	0	20	20
Fast-Track Professionals	0	0	0	0	0	10	10
Upscale Suburban Couples	0	10	10	0	0	10	30
No-Nest Suburbanites	0	10	0	10	0	0	20
Suburban Achievers	10	20	50	20	10	0	110
Working-Class Singles	40	20	10	10	0	0	80
	50	60	70	40	10	40	270
Total:	**190**	**400**	**210**	**140**	**30**	**50**	**1,020**
Percent:	**18.6%**	**39.2%**	**20.6%**	**13.7%**	**2.9%**	**4.9%**	**0.0%**

SOURCE: Claritas, Inc.;
Zimmerman/Volk Associates, Inc.

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Research & Strategic Analysis

ASSUMPTIONS AND LIMITATIONS—

Every effort has been made to insure the accuracy of the data contained within this analysis. Demographic and economic estimates and projections have been obtained from government agencies at the national, state, and county levels. Market information has been obtained from sources presumed to be reliable, including developers, owners, and/or sales agents. However, this information cannot be warranted by Zimmerman/Volk Associates, Inc. While the methodology employed in this analysis allows for a margin of error in base data, it is assumed that the market data and government estimates and projections are substantially accurate.

Absorption scenarios are based upon the assumption that a normal economic environment will prevail in a relatively steady state during development of the subject property. Absorption paces are likely to be slower during recessionary periods and faster during periods of recovery and high growth. Absorption scenarios are also predicated on the assumption that the product recommendations will be implemented generally as outlined in this report and that the developer will apply high-caliber design, construction, marketing, and management techniques to the development of the property.

Recommendations are subject to compliance with all applicable regulations. Relevant accounting, tax, and legal matters should be substantiated by appropriate counsel.

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